

Customer Opinion Survey

PLEASE

EVALUATE - - -

1.) [Insert Client Company Name] first, then

2.) Your other top [Insert product name] suppliers

3.) Rate the importance of each Category (bottom of page)

4.) Comments (Please write at bottom of page & on back)

2.) Other top [product] suppliers

Please write in their names, and grade them.

Grade each company using this scale --

A = The Best
B = Above Average
C = Same as Other Suppliers
D = Needs Improvement
F = Awful

1. Client Company

Consistent Product Quality

The quality of the products (i.e. surface quality, consistency of thickness, etc.)				
The durability of the products				
The reliability of the products				
The company's warranty program				

Reliable Delivery

The ability to quickly provide you with the status of your order				
The communication regarding delivery problems or delays				
The ability to deliver the orders on time				
The condition of the order when received				

Sales People Who Care

The salesperson's product and technical knowledge				
The salesperson's promptness in responding to your questions/requests				
The number of sales calls you receive from the salesperson				
The ability to turn around quotes in a timely manner				
Inside sales and order support personnel's responsiveness				

Value-Added Services

The ability to provide innovative solutions for your company				
The ability to provide value added services				

Competitive Pricing

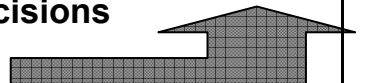
The overall value of the products and services relative to price				
The financing/terms offered by the company				

Dependable Service and Support

The ability to resolve problems quickly				
The service and support personnel's courteousness and effectiveness				
The customer training the company provides				
The instructional and support documentation provided with the product				

3.) RATE THE IMPORTANCE OF EACH CATEGORY to your buying decisions

Please take 100 points and divide them among these categories to reflect the relative importance of each category in making your purchasing decision.



Company: _____ Date: _____

Person Responding: _____ Title: _____

4.) COMMENTS & SUGGESTIONS (Continue on other side, if needed):